

**OVERSIGHT BOARD OF THE FORMER
COMMUNITY REDEVELOPMENT AGENCY
OF THE CITY OF COMPTON**

STAFF REPORT

DATE: JULY 18, 2012

TO: THE HONORABLE CHAIR AND BOARD MEMBERS

FROM: EXECUTIVE DIRECTOR

SUBJECT: RIGHT OF ENTRY AGREEMENT – LEAP ACTION CENTER

RECOMMENDATION:

Staff recommends that the Oversight Board approve the Right of Entry Agreement between the Successor Agency and Leap Action Center for use of certain Successor Agency owned property located at 2000-2024 West Compton Blvd. and 2901 West Alondra Blvd as a community garden and green space site.

BACKGROUND:

In June 2012, Leap Action Center made a presentation to the Successor Agency staff regarding their interest to maintain and improve the subject properties for the purpose of creating a community garden and educational resource tool for residents. As an educational resource center, the facility will train community residents on the benefits of gardening, nursery, horticulture, urban farming, watershed health, blight removal, creating community and civic pride.

Preventing the effects of blight in the community is one of the key goals of key goals the former Community Redevelopment Agency. Creating a community center and educational resource tools for residents would complement the City's effort to accomplish this goal.

DISCUSSION:

While the Successor Agency is required to undertake certain steps necessary to wind down the activities of the former Community Redevelopment Agency; staff is equally obligated to maintain and market Agency properties pending for disposition. The community garden

program presents a timely interim solution to enhance visual outlook of vacant Agency-owned property in our neighborhoods confronting the community.

ANALYSIS:

Urban Farming and other similar activities serve as a catalyst for broader community development and other public improvements that foster positive public health outcomes for residents who live, work, and play in the City of Compton.

- The Leap Action Center's agreement with the City would be a platform to realize community revitalization activities including but not limited to Providing an interim strategy in removing blight and revitalizing neighborhoods
- Transforming vacant lots into healthy green/open space areas
- Collaborating with local nonprofit organizations and businesses to restore community pride, improve civic engagement and deter crime and illegal dumping.
- Promoting greater environmental awareness of the effects of pollutions
- Deter illegal dumping and littering
- Increase property value to neighborhoods
- Beautify neighborhoods

FISCAL IMPACT:

In light of the fact, that the agreement is for a defined short period of time; Leap Action Center is requesting that no fee be required for them to access the site during this 180 day agreement period. In furtherance, of the goals and objectives of the Successor Agency to maintain, remove blight and monitor existing Agency owned assets, we concur with the organization's request for no fee during this timeframe.

RECOMMENDATION:

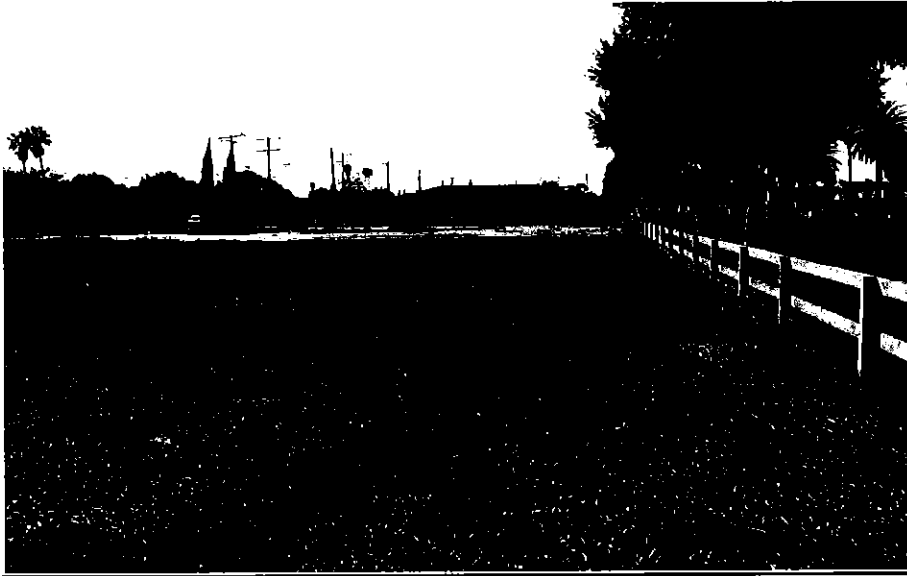
Staff recommends that the Oversight Board approve the Right of Entry agreement with Leap Action Center.

Note: That the above actions of the Oversight Board shall not become effective for three business days, pending any request for review by the DOF. If DOF requests review of the above Board actions, it will have 10 days from the date of its request to approve the Oversight Board action or return it to the Oversight Board for reconsideration and the action, if you subject to review by DOF, will not be effective until approved by DOF.

Bryan Batiste

Executive Director

Contact information: Rhonda Ford Webb/rwebbleaps@gmail.com
323 635-0087 cell 310 637-2843 office
MAKE A GREEN NOISE ! www.facebook.com/makeagreennoise
City of Compton / Compton Blvd. and Central Ave.



Date- Saturday, June 2nd, 2012

Time- 1:00-4:00 pm

Sponsoring Groups- Adopt a Storm Drain Foundation, LEAPS ACTION CENTER and Tartar Market Place
EIN- 26-2785255

Location Address — 2000 Compton Blvd., Compton CA. 90221 at the corner of Compton Blvd. and Central Ave.

Help Request — The transformation is taking place on an abandon lot that is a little over one acre and does not have an irrigation system in place. A portion of the lot will be dedicated to a community garden with raised beds. We are currently seeking technical support for designing and assessing the cost of the garden space, walk way and beautifying the entire lot. A vision of the lot includes vegetable, herb, flower and garden beds , tree/shrubs and flowers that attract local biodiversity. As a portion of the lot will be dedicated to a local farmers market we want the space to be fit for passive recreation.

Anticipated Attendance —20 adults, 25 students (k-12 grade)

Contact Information: makeagreennoise@gmail.com

Rushelli Luna (Event Coordinator): (310)467-6248/E-mail: rushluna@gmail.com

Rhonda Ford Webb (LEAPS ACTION CENTER): (323)635-0087/E-mail: rwebbleaps@gmail.com

Camille Johnson (Tartar Marketplace INC): (562)415-3144/E-mail: tartarmarketplaceinc@gmail.com

MAKE A GREEN NOISE I

Transforming and revitalizing a vacant lot through community greening, empowerment, and economic development while working towards a sustainable future for all who live, work and play in the Compton Creek Watershed. With a kick off date of June 2, 2012, **MAKE A GREEN NOISE I** is set to be long term solution to urban decay and neglect.

Objectives

The quality of life in the city of Compton is compromised by a park poor environment and further weakened by urban blight. The lack of flourishing community greenspace translates into weak and failing neighborhoods, crime, lack of pride and belongingness, individual disconnect with the environment, poor civic engagement, missed opportunities to stimulate economic revitalization, and poor land management. The **MAKE A GREEN NOISE I** event is part of a global movement to utilize green tools to promote opportunities for equitable, sustainable and innovative renewal. The transformation of a vacant lot (located at the corner of Compton Blvd. and Central Ave.) that is over an acre has the capacity to:

- Restore pride
- Deter crime
- Reduce urban decay
- Improve local biodiversity
- Foster neighborhood cohesion
- Improve civic engagement
- Improve watershed health
- Improve individual health
- Decrease urban heat island effect
- Promote green inclusive economy

Identification and Assessment

Implementing green strategies to revitalize local blight will require a great deal stabilization, community support, and resources. With this in mind, the following efforts have been undertaken:

Stabilization- Community residents, organizations, and businesses have been asked to volunteer their time to stabilizing the lot. On April 29, 2012 volunteers from the community as well as volunteers from local organizations undertook the basic treatment of the vacant lot by clearing it of debris and weeds. These volunteers showed a great deal of commitment to the project and have agreed to remain steadfast in all efforts to revitalize the lot in the future.

Community Support- Over 200 local nonprofit agency are being made aware of importance of transforming urban blight and are being asked to show support and interest by tabling a booth at the kick off event of **MAKE A GREEN NOISE I** on June 2, 2012 and to continue to raise their voice in the community by taking part in community recognition benefit, a monthly event to honor local community achievement.

Resources- Funding for the kick off of **MAKE A GREEN NOISE I** will be secured through sponsorship from corporate America and local businesses. The initial funding will be used to help stabilize the lot. Technical and in-kind support from environmental agencies apart of the Compton Creek Task Force as well from environmental agencies within the Los Angeles County are also being asked to loan their support to the transformation of the vacant lot.

IN COLLABORATION WITH ADOPT A STORM DRAIN FOUNDATION

LEAPS ACTION CENTER & TARTAR MARKETPLACE INC.

PRESENTS



**A SUMMER LONG TRANSFORMATION FOR CONTINUED
COMMUNITY USE!**

Adopt A Storm Drain
Cathy Beauregard
Robert Katherman

LEAPS ACTION CENTER
Rhonda Ford Webb

Tartar Marketplace INC
Camille Johnson
Rushelli Luna

Date & Time: TBA
Location: 2000 Compton Blvd. Compton CA. 90220
EIN: 26-2785255

Contact Information:

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OVERVIEW

What does an Urban Wonderland look like to you? Allow me to paint a picture. Imagine a built environment with the wonders of the natural environment- lush trees, aromatic delicious fruit trees and Mediterranean plants. A green oasis that softens the landscape, cleans the air, cools the temperature, promotes biodiversity and uplifts the spirit of everyone that lives, works, or plays there. Unfortunately, urban communities across America have not been designed to reflect a natural wonderland. This loss often translates to loss of connection to nature.

While many inner city residents don't equate the disappearance of urban green space with food insecurities, increase in crime, and lack of neighborhood cohesion and civic engagement, the reality is urban communities across America are ailing due to lack of flourishing greenspace. People need parks, street trees, and rooftop gardens in their neighborhoods that are within walking or biking distance. The creation of green space has the capacity to improve individual health and the health of the environment. Thus transforming blighted vacant lots has the potential of empowering local residents to make healthier lifestyle choices, reconnect with the environment, reduce the impact between their carbon foot print and their consumer lifestyle, and foster positive social relations. On an everyday basis, community greenspace shape and define neighborhoods in their ability to allow for chance meetings and provide space to breathe, reflect and appreciate nature as well as foster a sense of belonging and pride.

As urban communities are particularly vulnerable to pending climate change and global warming the need to enliven blighted neighborhoods through the transformation of neglected space becomes pressing. Research shows urban communities are subject to urban island heat effect, the tendency for a city to be warmer than the nearby rural area. This difference translates into greater lung and respiratory disease, heart failure and overall decrease in quality of life for urban residents. The ecological benefits of green space also lower the occurrence of flooding and water pollution while promoting groundwater recharge and maintains and encourages greater local biodiversity.

MAKE A GREEN NOISE is a movement that will transform urban cities into sustainable green urban wonderlands. Our event will allow us to raise the voice of the community by dispensing information while encouraging local residents to become vested stakeholders through advocacy and civic participation. As the face of Compton has undergone changes, so too must the voice. MAKE A GREEN NOISE will provide a platform for residents to display their talents and also allow local business and non profit, to showcase their accomplishments and efforts to improve the quality of life for others. Our show grounds will host local grassroots nonprofit organizations that will dispense information about their organization's mission and the efforts they have undertaken to improve the community. By inviting all these organizations into one space we will be making many different resources available and encouraging community members to make use of these resources.

We will MAKE A GREEN NOISE on stage with an entertainment line-up that will include Spoken Word, Dance Crew Show-Down, Pageantry, Hair Shows, and Showcase the latest fashion. Music entertainment will include a wide genre of music that will entice all those in attendance.

Vendor space will also be available to local businesses wishing to sell their goods and services at this vent. There will be 40 spaces filled with fresh produce vendors, food, clothes, jewelry, music, art and so much more.

We will kick off MAKE A GREEN NOISE with a daylong community event. We will invite our youth to come out and enjoy music, spoken words artist, hair shows and dance competitions in a carnival-like atmosphere where food, drinks (non-alcoholic) and flea market vendors will be promoting their specialties. All youths will be given information from local nonprofit organizations that promote job development, leadership, academic excellence, team building, civic engagement, environmental stewardship and healthy living.

MAKE A GREEN NOISE will host a farmer's market to encourage senior citizens and parents of youngsters to shop for fresh organic produce. We will be campaigning for greater health awareness and community well being. We will host a health booth with the capacity to take blood pressure, check for diabetes, and test for STD. Parents and children will learn about ways to improve the

health of our environment. All attendees will be given a tree in honor of ARBOR DAY. Attendees will be entertained by Gospel selections as well as children music, children pageant and a dog show!

To wrap up, MAKE A GREEN NOISE we will engage the community in a award ceremony to acknowledge all our participants and community volunteers. The night will be filled with Jazz, Drummers and the sounds of the community. Our nonprofits in attendance will disperse information about their organizations in an effort to get our attendees connected to the community.

Our vision is to transform our space into a flourishing Urban Wonderland and turn up the voice of the community by TURNING UP THE GREEN NOISE!

MAKE A GREEN NOISE will continue to host community events throughout the summer months from June-September. The area will be used for a weekly farmer's market, walking club, and environmental club. The space will also be able to accommodate informational workshops and training for the community! We will be bringing together numerous nonprofit organizations to use this space as a beacon for community projects to come!

TARGET AUDIENCE for kick-off event

As this is a community event we are targeting the entire community and advertising through several different venues to reach the entire community population. Our media and promotional campaign is aimed directly at the following demographic and psychographic groups:

Youths (age 13-26): Our event is targeting youths to be in attendance. Though all will be welcomed we will specifically pass out fliers and information to students of Centennial High School, Compton High School, Dominguez High School, El Camino College Compton Center Campus and California State University Dominguez Hills Campus. We will also invite all nonprofit organizations in the city of Compton that has youth programs for this age group. According to our market research nearly 30% of all people living in Compton fall into this age group.

Parents of Young Children: Our Farmer's Market event is targeting parents of young children. We will appeal to parents of school aged children (K-12). This will be done by posting information about the event in the elementary school newsletters that circulate to parents. We will also advertise through direct mailing to all listed addresses in the local phone book.

Elderly (65+): we will target the over 65 population by encouraging them to participate in our health drive. According to market research 7% of the residents of Compton city accounts for the senior population; we will reach out to them by voice calling to invite them to the Saturday event as well as through our direct mail advertisement.

Other (the Community at large): All our promotional campaigns will include the general public to come out and show their support.

MEDIA SUPPORT

Based upon target market research, we have created a media plan that will generate interest in and awareness for the entire community.

Our total budget for paid and promotional media is \$2,000, and with that we have been able to negotiate \$5,000 in media value. We will be taking advantage of any chances to free advertisement and promotion for this event, this includes giving interviews to any interested parties.

Television:

We will be using Compton's Local Cable Channel 28 to run a series of Public Service Announcements (PSA) for the event. The PSA will run for 3 weeks prior to the event.

Radio:

We will be negotiating an interview spot as well as 30 second PSA with KJLA radio to broadcast our event up to 3 weeks prior.

Newspaper:

We will run an ad campaign in the Sentinel and Bulletin 2 Sundays prior to the event as well as 3 days prior to the event

Newsletter:

Tartar Marketplace will run ads for each sponsor in their own newsletter which reaching approximately 700 readers monthly both online and in print.

RESOLUTION NO. _____

A RESOLUTION OF THE OVERSIGHT BOARD TO THE SUCCESSOR AGENCY FOR THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF COMPTON APPROVING A RIGHT-OF-ENTRY AGREEMENT WITH LEAP ACTION CENTER FOR CERTAIN SUCCESSOR AGENCY OWNED PARCELS LOCATED AT 2901 WEST ALONDRA BLVD. AND 2000-2024 WEST COMPTON BLVD.

WHEREAS, in June 2012, Leap Action Center made a presentation to the Successor Agency staff regarding their interest to maintain and improve the subject properties for the purpose of creating a community garden and educational resource tool for residents. As an educational resource center, the facility will train community residents on the benefits of gardening, nursery, horticulture, urban farming, watershed health, blight removal, creating community and civic pride; and

WHEREAS, preventing the effects of blight in the community is one of the key goals of key goals the former Community Redevelopment Agency. Creating a community center and educational resource tools for residents would complement the City's effort to accomplish this goal; and

WHEREAS, the Successor Agency is required to undertake certain steps necessary to wind down the activities of the former Community Redevelopment Agency; staff is equally obligated to maintain and market Agency properties pending for disposition. The community garden program presents a timely interim solution to enhance visual outlook of vacant Agency-owned property in our neighborhoods confronting the community; and

WHEREAS, Urban Farming and other similar activities serve as a catalyst for broader community development and other public improvements that foster positive public health outcomes for residents who live, work, and play in the City of Compton:

- The Leap Action Center's agreement with the City would be a platform to realize community revitalization activities including but not limited to Providing an interim strategy in removing blight and revitalizing neighborhoods
- Transforming vacant lots into healthy green/open space areas
- Collaborating with local nonprofit organizations and businesses to restore community pride, improve civic engagement and deter crime and illegal dumping.
- Promoting greater environmental awareness of the effects of pollutions
- Deter illegal dumping and littering
- Increase property value to neighborhoods
- Beautify neighborhoods

WHEREAS, this agreement is for a defined short period of time; Leap Action Center is requesting that no fee be required for them to access the site during this 180 day agreement period. In furtherance, of the goals and objectives of the Successor Agency to maintain, remove blight and monitor existing Agency owned assets, we concur with the organization's request for no fee during this timeframe.

NOW, THEREFORE, THE OVERSIGHT BOARD TO THE SUCCESSOR AGENCY OF THE CITY OF COMPTON, HEREBY FINDS, DETERMINES, RESOLVE, AND ORDERS AS FOLLOWS:

Section 1. That the above recitals are hereby true and correct and are a substantive part of this resolution.

Section 2. That this resolution is adopted pursuant to Health and Safety Code Section 34177.

Section 3. That the Oversight Board hereby approves a Right-Of-Entry Agreement with Leap Action Center for certain Success Agency owned parcels located at 2901 West Alondra Blvd. and 200-2024 West Alondra Blvd.

Section 4. That the officers and staff of the Oversight Board and the Successor Agency are hereby authorized and directed, jointly and severally, to execute and to do any and all things which they may deem necessary or advisable to effectuate this resolution.

Section 5. That a certified copy of this resolution shall be filed in the offices of the Executive Director of the Successor Agency.

ADOPTED this ____ day of _____, 2012.

**CHAIRPERSON OF THE OVERSIGHT BOARD
TO THE SUCCESSOR AGENCY TO THE
COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF COMPTON**

ATTEST:

**RHONDA RANGEL, DEPUTY CLERK
LOS ANGELES COUNTY BOARD OF SUPERVISORS
ACTING AS SECRETARY TO THE OVERSIGHT
BOARD TO THE SUCCESSOR AGENCY TO THE
COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF COMPTON**

STATE OF CALIFORNIA
COUNTY OF LOS ANGELES
CITY OF COMPTON: ss

I, Rhonda Rangel, Secretary to the Oversight Board to the Successor Agency to the Community Redevelopment Agency of the City of Compton, hereby certify that the foregoing resolution was adopted by the Board, signed by the Chairperson, and attested by the Secretary at the regular meeting thereof held on the ____ day of _____, 2012.

That said resolution was adopted by the following vote, to wit:

**AYES: BOARD MEMBERS -
NOES: BOARD MEMBERS -
ABSENT: BOARD MEMBERS -**

**RHONDA RANGEL, DEPUTY CLERK
LOS ANGELES COUNTY BOARD OF SUPERVISORS
ACTING AS SECRETARY TO THE OVERSIGHT
BOARD TO THE SUCCESSOR AGENCY TO THE
COMMUNITY REDEVELOPMENT
AGENCY OF THE CITY OF COMPTON**